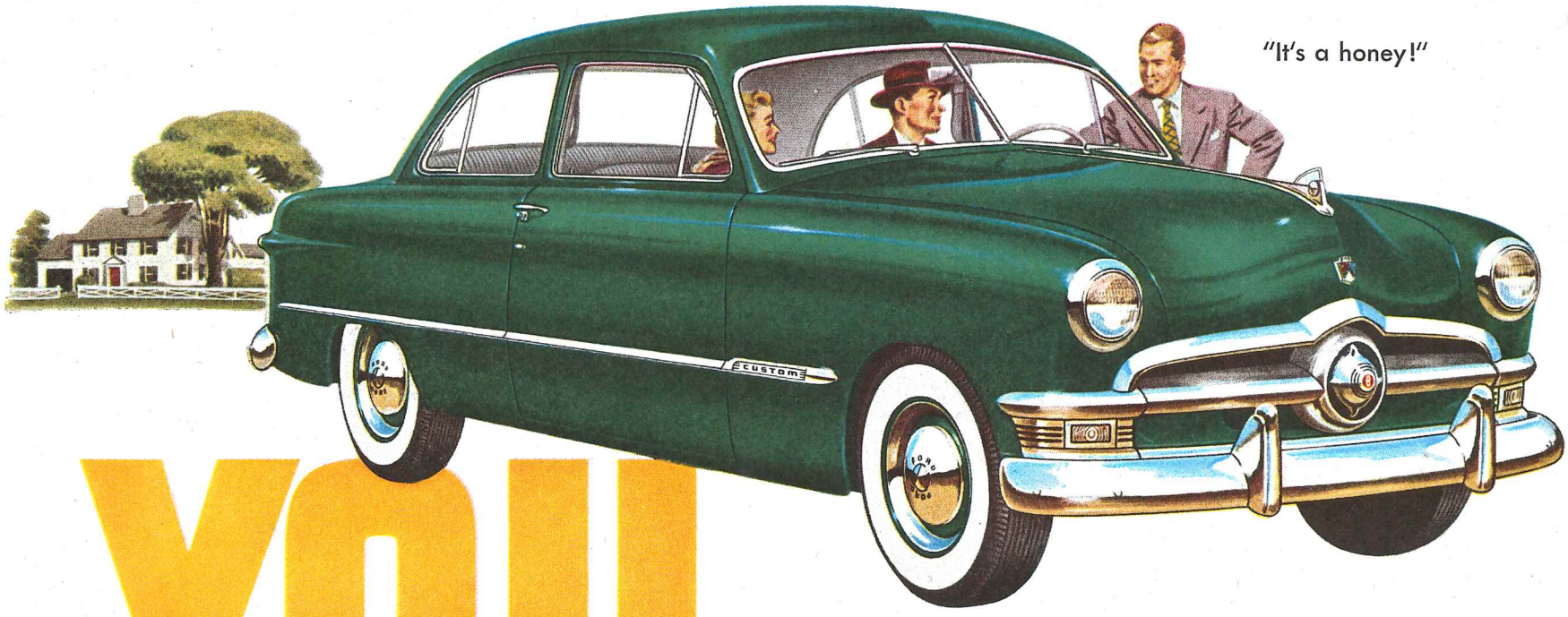
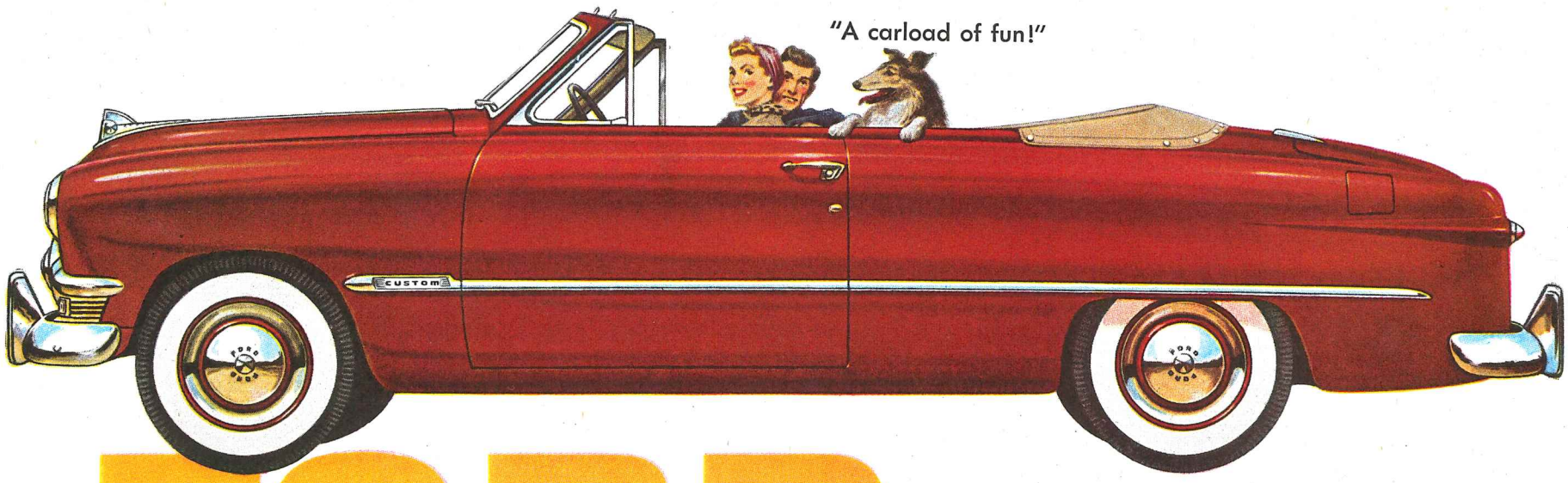


YOU name it!



FORD has it!

- **POWER**—Choose either the new 100 h.p. V-8 or the advanced 95 h.p. Six!
- **STYLING**—"Fashion" throughout! Quality coachwork and "jewel-box" interiors!
- **ROOMINESS**—Sofa-Wide seats—room for six big people!
- **EASE OF HANDLING**—"Finger-Tip" Steering and King-Size Brakes that stop with 35% less effort!
- **LUGGAGE SPACE**—More than 24 cu. ft. in Ford's Deep Deck Luggage Locker!
- **ROADABILITY**—Rough roads, twisting roads—Ford holds a steady course! No pitch, no sway!
- **SAFETY**—Ford's famous "Lifeguard" Body is built of heavy-gauge steel!
- **LONG LIFE**—It's built into every part! Colors are baked on to keep their "Showroom Complexion"!
- **COMFORT**—Just try Ford's "Mid Ship" Ride!
- **ECONOMY**—Ford is thrifty *all the way!* Low in first cost—low in day-to-day running cost—and high in value at "trade-in" time!

There's a Ford in your future . . . with a future built in

"Test Drive" the '50 Ford